

**PRESENTATION OF WEB PAGE CONTENT BASED UPON COMPUTER
VIDEO RESOLUTION**

ABSTRACT OF THE DISCLOSURE

5 An architecture for customizing the amount of web page banner advertising content
presented to a user. When a user accesses a server node (102) disposed on a network
(104), the user computer (100) provides video resolution information to the server node
(102). The server node (102) transmits a web page to the user node (100) which
corresponds to the video resolution information of the user node (100). The web page
increases the amount of banner advertising presented to the user based upon the user video
10 resolution information provided by the user node (100). The amount of banner advertising is
increased by either increasing banner object size or providing more banner advertisements.